

# FY2015 CHNA&HIP Progress Report

## Johnson County

### Community Health Improvement Plan

GOAL	Strategies	Progress on Strategies
<b>OBESEITY/NUTRITION/PHYSICAL ACTIVITY:</b> JCOTF will support the development of a physical activity promotional program which could be implemented in all school districts with students living in Johnson County.	1. Will pilot a model of Safe Routes to School Walking School Bus in the North Liberty area.	The Walking School Bus program that started at Garner Elementary School in North Liberty continues to run one day each week during the warmer weather months. A WSB program was piloted at Van Allen Elementary School in North Liberty from May 1-12 2014 and at Longfellow Elementary School in Iowa City on Wednesday mornings during October and November 2014. A WSB is scheduled to be piloted at Lemme, Lincoln, Mann and Wood elementary schools in Iowa City in April and May 2015.
	2. Two times during the year will promote a walk/bike to school day within each school district in Johnson County.	Walk/bike to school day was promoted for May 7, 2014 and October 8, 2014 to each school district through Safe Routes to School and the Alliance for Healthy Living (formerly JCOTF).
	3. Will support Johnson County area Farm to School. Will support Johnson County area Farm to School chapters' efforts.	Farm to School is a member of AHL and continues to provide program updates and networks through AHL for program support. This last year, a Farmer Fair was held at Shimek Elementary School. 5,430 lbs. of locally grown food were served at Iowa City Community Schools. This upcoming year the Iowa City Community School District agreed to a 5% increase in pounds of local food purchased for school meals.
	4. Will explore the possibility of applying to become one of Iowa's Blue Zone Communities.	Iowa City was chosen as a Blue Zones demonstration site to begin in January 2014. Johnson County Public Health and other AHL members are involved in the community project in all sectors. Johnson County Government continues to work on becoming a designated Blue Zones worksite.
		JCOTF changed its name to Johnson County Alliance for Healthy Living (AHL).

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		Clear Creek Amana Middle School is in the third year of its PEP grant. A Family Fit Night was held to promote healthy behaviors with families and an event called Spring into Wellness took place to teach kids about healthy eating and encourage them to try new activities. Year 2 results still show an overall increase in fitness and fruit and vegetable consumption. Iowa City Community School District received a PEP Grant for 4 elementary schools- Twain, Kirkwood, Coralville Central and Wood. The district's Wellness Committee reconvened to work on the grant and the school initiatives for the Iowa City Blue Zones project.
		ISU Extension conducted the Pick a Better Snack program in 23 Johnson County Elementary Schools for the 2014-2015 school year.
		AHL held informational booths at local farmer's markets and race events to raise awareness about the coalition, healthy eating and physical activity.
		In January 2015, 1,305 Johnson County adults and 55 children took part in the state-wide Live Healthy Iowa 10-Week Challenge to encourage healthy lifestyles. 37 Johnson County Government employees took part in the challenge.
		In coordination with the Iowa City Blue Zones Project, the City of Iowa City updated its Complete Streets Policy and the Iowa City Community School District is working towards revising its Wellness Policy to include eliminating the use of food for celebrations.
		The Johnson County Alliance for Healthy Living, Bicyclists of Iowa City and The Iowa City Blue Zones Project are developing a program to incentivize people for walking or biking to the Iowa City Farmer's Market for summer 2015. Also included in this program will be free commuting tips, route mapping and free bike checks.

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<b>OBESEITY/NUTRITION/PHYSICAL ACTIVITY:</b> Assess workplace environments & determine how supportive they are in encouraging healthy nutrition and physical activity behaviors by January 1, 2011. Further goals will be set based on environment assessment results	1. Identify the top 10 employers in Johnson County where a workplace environment assessment will take place .	Twelve Johnson County worksites either nominated themselves or were nominated by others for the Corridor Worksite Wellness Awards. The worksites included: ACT, ALPLA, AW Welt Ambrisco Insurance, Corridor Business Journal, Centro, City Carton, City of Iowa City, Frontier Natural Products, Johnson County Government, Progressive Rehab Associates, and University of Iowa Foundation.
	2. Develop the workplace environment assessment tool.	Johnson County collaborates with the Corridor Worksite Wellness Committee that utilizes the Designing a Healthy Environments at Work Assessment and the Community Transformation Grant uses the CDC CHANGE Tool. This year the group created bridged the assessment tools so that two different assessment were not needed.
	3. Contact the top 10 employers and assess their workplace environment.	Of the twelve Johnson County worksites, an assessment was completed at eleven worksites.

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<b>ACCESS TO CARE:</b> Gather and summarize at least two new local measurements of uninsured and underinsured citizens in Johnson County by December 2014.	1. Form an ongoing group to discuss data available and collection of needed data	The Johnson County Healthcare Outreach Group (JCHOG), reconvened prior to the 2014-15 open enrollment period for marketplace health insurance. JCPH supervised an MPH student (and regional navigator) who developed and delivered a series of educational presentations for the community. The group also worked together to market the program by print, web, and radio.
	2. Form partnerships with groups already gathering local data (e.g., UI faculty/staff, state/national surveys)	JCHOG includes organizations that have access to local data (e.g., hospitals, DHS). DHS provides regular updates of Iowa Health and Wellness enrollment numbers. Several new sources of enrollment have become available since ACA enrollment started in late 2013.
	3. Gather and summarize the data on a regular basis to help the group select intervention strategies	JCPH regularly summarizes health insurance data from multiple sources including the US Census Bureau, County Health Rankings, CDC, and CMS. JCPH summarized health insurance data to JCHOG in July 2014.

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<b>ACCESS TO CARE:</b> Choose and implement an intervention strategy to increase an access to care measure identified as a priority at a local level by December 2014	1. Form an ongoing group to select and implement and access to care intervention	JCHOG met regularly during 2014-15 open enrollment to develop marketing materials for marketplace and Medicaid plans. This included a series of education presentation and enrollment events for the public. The presentations included information about how to best use insurance once it is acquired.
	2. Recruit members from groups already implementing interventions to increase access to care (e.g., UI faculty/staff, social service organizations)	JCHOG worked together to provide marketing for ACA enrollment assistance in Johnson County. The group included a regional navigator, multiple certified assistance counselors, free clinic staff, and CMS certified insurance agents.
	3. Select the top two access to care measures, summarized in goal 1, to guide intervention selection	JCHOG worked to promote ACA enrollment assistance in Johnson County. JCHOG held presentation and enrollment events targeted to various groups (e.g., traditional or expanded Medicaid and private marketplace or other insurance). Social service agencies focused on those applying for Iowa Health and Wellness plans, while certified assistance counselors, navigators and insurance agents helped those with higher incomes and more complicated insurance choices.
	4. Summarize interventions with evidence for changing the measures selected in strategy 3	Several agencies from JCHOG provided assistance counseling. From benefit year 2014 to 2015, Johnson County enrollment in private marketplace plans increased from 1067 to 1693 and expanded Medicaid plan enrollment increased from 2784 to 3897.

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<b>ACCESS TO CARE:</b> Increase community awareness of low-cost or free health care options	1. Form a group to develop a series of resource listings for low-cost and free health care and a strategy to market it	JCPH supervised a MPH student (and regional navigator) who developed and delivered a series of educational presentations for the community about the various options for health insurance. JCPH also worked with a group of nursing students to update the low cost and free resource list developed last year.
	2. Develop a series of resource listings for low-cost and free healthcare options(e.g., general care, prescriptions, urgent/emergency)	JCHOG refined the "Looking for Health Insurance in Johnson County" brochure from last year. JCPH also worked with a group of nursing students to update the low cost and free resource list developed last year. Once of the JCHOG members worked with local emergency departments to increase appropriate referrals to a local free clinic and assistance counselors.
	3. Recruit interested providers to distribute developed material in print and online	Members of JCHOG developed and distributed the Johnson County health insurance brochure and the United Way of Johnson County posted the brochure on their website.

GOAL	Strategies	Progress on Strategies
<b>MENTAL HEALTH:</b> Develop and implement a public awareness campaign about suicide to reduce stigma and increase access to care.	1. Distribute locally-based suicide prevention materials, such as brochures, booklets, reference cards, and promotional items.	The Johnson County Suicide Prevention Coalition (JCSPC) displayed materials about the Johnson County Crisis Line and other local suicide prevention resources in many venues this year. The coalition had materials at the Out of the Darkness Walk, the NAMI walk, the Johnson County Fair, the University of Iowa Employee Health Fair, the county medical examiner's office, the University of Iowa Student Volunteer Fair, the National Suicide Survivors Conference, Mental Illness Awareness Week events, QPR suicide prevention gatekeeper trainings, and at a suicide awareness speaker event at the University of Iowa. The speaker was David Granirer, who spoke on his multi-state project Stand Up for Mental Health. His project helps persons with mental illness learn and perform stand up comedy to cope with mental illness. JCSPS formed a means reduction committee who has worked with local gun retailers to develop a gun safety brochure to distribute with guns sold.

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	2. Engage local media (and/or use social media) in publicizing suicide as a public health problem.	The local media was involved in many coalition events this year, including the Out of the Darkness Walk and the David Granirer event. The JCSPC and the local crisis center both regularly post social media messages about suicide. Coalition members have been guests on local radios stations several times this year to talk about suicide. The local crisis center posted social media messages each day of suicide prevention week.
	3. Plan and implement Suicide Prevention Awareness Week activities in the community.	The JCSPC planned and implemented activities for Suicide Prevention Week (September 8 -14, 2014) including the Stand Up for Mental Health speaker mentioned earlier.  The Johnson County Board of Supervisors held a televised meeting during which they signed a proclamation designating Suicide Prevention Week.

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<b>MENTAL HEALTH:</b> Increase awareness of mental health and substance abuse services.	1. Promote the use of the Crisis Center's 24-hour crisis line, the National Suicide Prevention Lifeline, and crisis chat services.	The JCSPC displayed materials about the Johnson County Crisis Line and other local suicide prevention resources in many venues this year. We had materials at the Out of the Darkness Walk, the NAMI walk, the Johnson County Fair, the University of Iowa Employee Health Fair, the county medical examiner's office, the University of Iowa Student Volunteer Fair, the National Suicide Survivors Conference, Mental Illness Awareness Week events, QPR suicide prevention gatekeeper trainings, and at a suicide awareness speaker event at the University of Iowa.
	2. Create a plan for collaboration with local substance abuse prevention agencies, such as MECCA.	MECCA added a member last year who is an active participant in the coalition and a subcommittee.

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<b>ALCOHOL SAFETY:</b> Assemble compendium of strategic plans and initiatives addressing alcohol problems in Johnson County.	1. Contact Partnership for Alcohol Safety (PAS), University of Iowa, JJYD. MECCA, and other partners for copies of plans. Assemble electronically.	Completed in previous years

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<b>ALCOHOL SAFETY:</b> Increase awareness of alcohol risk among students in K-12 and college freshmen and their parents.	1. Assess current status of alcohol education: a) University of Iowa- freshmen alcohol education; b) K-12 requirements (elementary status unknown; Life Skills used in Jr. Highs; HS has mandatory health classes but extent of alcohol education unknown)	
	2. Develop a Guidebook for Talking to Students About Alcohol Use. Provide the Guidebook electronically on HD, schools, MECCA and other organization websites. Provide printed guidebook as needed. Use graduate student under mentorship of community orgs to pull together information.	Guidebook developed in 2011
	3. Implement a community Awareness Campaign: <ul style="list-style-type: none"> <li>Identify resources to produce handbooks for hard copy distribution and have printed.</li> <li>Assemble community partners to identify opportunities to share information (i.e. websites, forums, newsletters, etc.)</li> <li>Roll out campaign with media event</li> </ul>	Materials with links to Guidebook included in registration for 2012 school year.
		At its meeting on 5/14/14 the PAS discussed the role of alcohol in sexual assaults. There has been much interest in the issue of sexual assault. The University has new educational initiatives for bystander (including server) training and strategies to avoid victim blaming. Additional discussion and the role of PAS will be on the next agenda.

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<b>ALCOHOL SAFETY:</b> Change State policy and legislation to allow more control over liquor licenses at the local level	1. Work with municipalities to develop model legislative language needed to effect local control. Explore models from other States on liquor license policies. Enlist support of League of Cities, ISAC and other advocacy groups to develop legislative strategy	
	2. Work with municipal leaders to identify local policies to move towards local consistency (i.e. server training; bar entry age; compliance checks, etc.)	SPF-SIG with coordination of PAS hosted town hall meetings by ABD to update license holders on regulations. (July 2013) Over 75 license holders attended (on-site and off-site establishments)
		PAS and SPF-SIG have been promoting ABD's I-PACT training. JC servers I-PACT trained: 2012: 1266; 2013: 1461; 2014: 567 (as of 5/15/14) Also, MECCA continues to provide TIPS training. # of Trainings: FY 13 – 8; FY 14 – 6 # of Businesses Represented @ Trainings: FY 13 – 12; FY 14 – 14 # of People in Attendance: FY 13 – 51; FY 14 – 91

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<b>ALCOHOL SAFETY:</b> Reduce access to alcohol by underage or intoxicated individuals	1. Assess level of server training currently in place.	
	2. Advocate mandatory TIPS training for all persons serving alcohol.	PAS has discussed with members. I-PACT training is available on-line from ABD. PAS members reviewed and found it to be good and complete except for the in-person interaction. Decided to continue to promote voluntary training before moving to advocating mandatory.
	3. Decrease the density of downtown Iowa City alcohol outlets. a) Review bar density requirements in IC zoning ordinance to identify potential weakness; b) Continue to work with the Downtown Diversity group from PAS to explore and promote non-alcohol-based business for the downtown area.	Downtown business association and IC officials continue to update on greater diversity of businesses in downtown area. Bar density is not increasing and current density regulations have capped bars. General consensus that downtown area is more diverse and continues that trend. Downtown association has membership on PAS.



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	4. Encourage uniform enforcement of underage drinking laws and advocate for strategies as recommended by law enforcement and other municipal leaders	ICPD is committed to continuing compliance checks. There is coordinated effort between UIPD and ICPD to patrol for alcohol enforcement with UIPD taking more of the downtown and ICPD working on "party patrols."
	5. Encourage restriction of marketing of alcoholic beverages clearly targeted to underage persons – alcopops.	No action to date.
		3-5-15: No additional initiatives to restrict alcohol have been introduced legislatively at the local or state level. A bill was introduced this session to take away a local government's ability to restrict access to bars by age. We have been working hard to kill that bill and as of today it looks like that bill (SF 208) is dead.